



**PRSA Orlando**  
**Board of Directors Meeting**  
**October 2, 2007**  
**8:06 a.m.**

**Attendees:** CJ Drake, Lorelie Johnson, Kena Lewis, Michelle Lynch, Allen Moore, Geo Morales, Heather Morgan, Becky Neimann, Pete Scott, Laura Richeson, Zoraya Suarez, Scott Toncray, Dawn Vaughan, Dan Ward

**I. President's Report – Lorelie:** Welcome to Zoraya, our new Diversity Chair. We need to approve our nominating committee, which is comprised of four PRSA members and a board member: Lisa Lochridge, Lori Kifer, Scott McCallum, Kelley Teague and Geo Morales. Kena moved to accept the committee. Scott seconded. Motion passed. Dawn will send Lorelie the final slate for the 2008 board.

**II. Administration – Heather:** Dawn moved to approve September's minutes. Geo seconded. Motion passed.

**III. Finance – Pete and Geo:** In process of transitioning to Geo as VP of Finance. At the end of the year, we will have more than \$25,000 in our account; we need to keep our account under \$25,000 for tax implications. Dan questioned the tax implications – do they deal with revenue or all cash on hand? Pete confirmed that our net is actually at about \$25,000. We need to determine how much to allocate to the scholarship fund and to purchase equipment for meetings. Discussion revealed we should purchase an LCD and look into microphones and screens. Pete will review the numbers further to determine what should be allocated to the scholarship and equipment, and possibly other charities. The scholarship is currently over \$20,000 and needs \$25,000 to be endowed. The board agreed we should endow it by the end of the year. Dawn will contact Hue Lien to find out the exact amount needed to endow the fund. Laura also suggested setting up a scholarship within the chapter to sponsor someone going through the APR process. Laura will develop criteria; others in attendance suggested researching Miami and Jacksonville chapters to see if they offer APR scholarships.

Account Update: We started a SunTrust Savings Account with the money from our old PayPal Account -- \$24,500. We shut down the old PayPal Account and now have a new one so we won't encounter another situation in which we are tied to only withdrawing a certain dollar amount. We will close down the account at the end of each year and reopen a new one with the incoming treasurer. The cheapest alternative to PayPal is Activa. At \$900, it offers more options but is still pricey. Geo will bring in more information for the rest of the board to review. If we expand our professional development opportunities, it may be worth considering.

**IV. Programs – Lorelie for Mason:** Ultimate Mixer will not be in October this year; a late start pushed the program to the beginning of November. The event and logo will be similar to last year's. We are still waiting to learn the dollar amount we are responsible for contributing to help with start-up costs.

November: Jeffery Julin, an officer at PRSA National, is coming through a Tucker Hall sponsorship.

**V. Membership – Scott:** The September/October membership promotion is Think Career Growth. We've gained nine members in the past two months, 39 members since the beginning of the year.

**VI. Communication – Kena:** We still don't have a Web master for next year. May want to hire a company or individual to manage the site. The requirements include updating the newsletter and job bank. Kena will ask David Brady to draft a job description, including how many hours per month he devotes to the site. Kena and Zoraya will discuss what other chapters do for their sites and draft a proposal to see if we can afford an outside source. Allen mentioned that John Richter's company is interested in maintaining the site; will likely be a monthly fee for a certain number of updates and then a pay-per-item fee.

**VII. Assembly Update – Lorelie and Dan:** Dan, Lorelie and Laura are representing our chapter at Assembly. This year, there is only one amendment up for discussion. The amendment proposes changing the geographical makeup of the national board and executive committee, selecting from five geographical regions and five At Large members. Proponents argue that some districts have trouble finding qualified candidates to serve and pass up qualified members because of geographical constraints. The Sunshine District is opposed to this change, as it has the potential to take representation away from Florida. Lorelie added that our district is one of the most active districts in the country, and we've consistently put forward the best candidates. Dan expressed that if Florida's district is well represented, then it may open up the option to have more Florida representatives. Lorelie explained that a prior issue with the national board's geographical makeup is that it had been made up primarily of constituents from New York; that's why the new geographical rules were developed.

Dan said that there is a good opportunity at the Assembly to have more input as to how the national organization is run. Lorelie and Dan will write something to distribute to the board for feedback on the geographical changes.

The board pays for delegate expenses.

On a separate note, Lorelie congratulated and thanked Allen for his work on the Ethics Award, and congratulated Pete for winning. She also thanked the judging committee. Lorelie encouraged board members to spread the word about the award; we should ask FPRA to help us publicize.

**VIII. Community Service –Becky:** Mentoring Workshop will take place Oct. 18 at Park Plaza Gardens in Winter Park from 8:30 – 10:30 a.m. CJ is working with UCF and Rollins to spread the word among college students. We will also promote it on the Web site and in the newsletter. Most people interested are nonmembers; this could be an opportunity to drive

membership. Scott and Jessi will provide Becky with membership information to distribute at the workshop, Geo will collect money. Students are free with ID.

**IX. New Items:** Dawn: the 2008 slate is complete with the exception of a Web master – there are also lots of committee members, which is positive. Board Retreat is Nov. 13 at 4 p.m. at Bright House. More details will come soon. She encouraged current members to begin the transition process soon.

Laura: Thank you to the Readiness Review Panel. We have 11 candidates, and six additional are going through the workshops. The Readiness Review is Oct. 18.

**The meeting adjourned at 8:52 a.m.**